

Key Partnerships and Relationships



Key Activities



Mission and Value Proposition



Customer Relationships



Customer Segments



Key Resources, Materials, Supplies



Channels



Fixed and Variable Costs



Revenue



### Key Partnerships and Relationships

What will you get other groups to do so you can focus on the Key Activities?

### Key Activities



What *uniquely* strategic things will your business do to deliver value?

### Mission and Value Proposition



What's compelling about your proposition? Why will customers buy or use?

### Customer Relationships



How will you interact with the customer?

### Customer Segments



Who are the customers? What do they think? See? Feel? Do?

# Business Model Canvas

Use the Business Model Canvas to start expanding your business ideas.

<https://www.youtube.com/watch?v=QoAOzMTLP5s>

### Key Resources: Materials, Supplies



What unique strategic assets must the business have to operate?



### Channels



How will you promote, sell, and deliver?

### Fixed and Variable Costs

What are necessary expenses for operating your business?



### Revenue

How will the business make money? Are there multiple revenue streams?

